

City of San Diego

**COUNCILMEMBER SCOTT PETERS
DISTRICT ONE**

M E M O R A N D U M

DATE: July 1, 2004

TO: City Manager Lamont Ewell

FROM: Councilmember Scott Peters

SUBJECT: Torrey Pines Road beautification project in La Jolla

I would like to point out an area of La Jolla for you in which I request your assistance. The west side of Torrey Pines Road, just south of Little Street is city-owned land. Presently it is overgrown with untrimmed trees, weeds and dirt. Torrey Pines Road is the main entrance into the village of La Jolla and should serve as a gateway, not an eyesore. The unkempt condition of this city-owned land is further exacerbated by the wonderful landscaping of the new La Jolla Parkway intersection just east of this plot of land.

The La Jolla Town Council Foundation has been working with many members of the community to develop a beautification project for that area. The Foundation has received support from all of the La Jolla community groups and would like to proceed with their beautification project. The beautification project and maintenance of the site will be supported through private donations.

My request is that this beautification project be processed under the Community Identification Sign policy followed by the Development Services Department. After a meeting with staff from Development Services and Engineering and Capital Improvements, it seems this would be the proper procedure. My desire is to provide the La Jolla Town Council Foundation with the most efficient City process to make their plan a reality.

I hope this project serves as a catalyst for additional public/private beautification partnerships throughout La Jolla and the City of San Diego.

cc: Gary Halbert, Director, Development Services Department
Patti Boekamp, Chief Deputy Director, Engineering and Capital Projects
Will Griffith, Director, Real Estate Assets
Larry Gardner, Director, Public Works